FAX

R. J. Reynolds Tobacco Co.
400 Raritan Center Parkway
Edison, N.J. 08837

Date 7/24/96

Number of pages including cover sheet 4

To: A. Monteverdi

Brian Monteverdi

Phone

Fax Phone **201-673-3890**

CC: **Rick Cottrell**
Greg Mitchell

From:

Lanny Wolfe

Phone **908-225-4774**

Fax Phone **908-417-9076**

Voice Mail **800-757-8255**
Ext.48795

☐ Urgent ☒ For your review ☐ Reply ASAP ☐ Please comment

Enclosed is the information you will need to work the August VAP promotion. Please pack each display with 1 carton each of Doral FF100s, Doral Lt100s, Doral UL100s, and DoralLtM100s and add to normal order for each account on the attached VAP list beginning August 1st.

*You will be credited with approximately **$730.00** if displays are packed and automatically sent out to accounts **on the attached list** by August 31st.*

If you have any questions please let me know.

Thanks.

Lanny

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Source: https://www.industrydocuments.ucsf.edu/docs/gshy0000

R. J. Reynolds Tobacco Company
AUGUST '96 VAP PROMOTION

Account:. *A. MONTEVERDI Acct. #434400*

Brand Promotion		Doral Free Match Tin & Matches W/2 Pack Purchase	

Display Packing		**1 ctn DoralFF100** **1 ctn DoralLt100** **1 ctn DoralUL100** **1 ctn DoralLtM100**
Allocation (cs)		**1-12M case DoralFF100** **1-12M case DoralLt100** **1-12M case DoralUL100** **1-12M case DoralLtM100**
Displays		**61**
Date Product Recvd		**8/1/96**
Display Assembly	**(timing)**	**Immediately**
Displays Shipped to Retail -procedures required to receive .08 per ctn Category II payment:	**Send displays automatically to accounts on attached list beginning 8/1/96**	**Please cross out any account that refuses promotion and return list to RJR**

You will be credited with the following estimated August monthly Category II payment if all displays are sent to accounts on attached list by August 31st: **$730.00***

Packing and shipping payment if packing is completed within 2 weeks: **28.00 per 12M case of Live product**

***Must make July-Dec. RJR share of market or Savings share of category goal to collect this $**

Note:
① Send 1 display to each account on attached VAP list.
② Voice mail 800-757-8255 mail box #48795 to request payment before sending out displays.

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WHOLESALER : 434400 A. MONTEVERDI, INC. <DIRECT>
TEMPLATE : DORAL MATCH TIN
TEMPLATE SEQ : 0002
SALES LEVEL : 12XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER
122603	122622	275105	A LA CARTE DELI	715 SCOTLAND RD	ORANGE	NJ	07050	1			
122607		699278	A&D DELI.&LQS. INC.	396 VALLEY ST	SOUTH ORANGE	NJ	07079	1			
122603	122622	509065	A-ONE MARKET	133 MONTGOMERY ST	BLOOMFIELD	NJ	07003	1			
122608		552875	ALEXANDRO'S LIQUOR	634 MARTIN LUTHER KI	NEWARK	NJ	07102	1	NOT IN - CALL IN A.M		
122607		277272	AMOCO	RT. 10 LIV. CIRCLE	LIVINGSTON	NJ	07039	1	#BEING CHECKED F/TROUBLE		
122109		655005	ANGEL FOOD CORP	3511 JOHN F KENNEDY	JERSEY CITY	NJ	07307	1			
133003	133028	401585	~~BELDERE VARIETY~~	1041 SOUTH AVE	PLAINFIELD	NJ	07062	1			
122604	122623	274223	BORO DELI	539 UNION BLVD	TOTOWA	NJ	07512	1			
122604	122623	608904	BREWER'S WORLD	RIVERVIEW AVE	TOTOWA	NJ	07512	1			
122603	122622	295095	BREWER'S WORLD	710 BLOOMFIELD AVE	GLEN RIDGE	NJ	07028	1			
122108		473195	CALIFORNIA MARKET	4562 PARK AVE	WEEHAWKEN	NJ	07087	1	CALL IN A.M.		
122607		537812	CHUBBY'S DELI	180 SCOTLAND RD	ORANGE	NJ	07050	1			
122607		771622	CORNER SHOP	325IRVINGTONAVE	SOUTH ORANGE	NJ	07079	1			
122603	122622	558334	DAWN TO DUSK NEWS	460 PLEASANT VALLEY	WEST ORANGE	NJ	07052	1			
122604	122623	642942	DELI MART	163 E MAIN ST	LITTLE FALLS	NJ	07424	1			
122608		~~773260~~	~~DELI MART~~ DELETED	745 SPRINGDALE AVE	EAST ORANGE	NJ	07017	1	DELETED		
122103	122628	285927	EXXON HILLTOP #32548	3100 KENNEDY BLVD	UNION CITY	NJ	07087	1		5474-0000	
122103		642621	FINE FARE	6210 BERGENLINE AVE	WEST NEW YORK	NJ	07093	1			434400
122608		400809	FRANS DELI	145 MAIN ST	WEST ORANGE	NJ	07052	1			
122604	122623	273282	GENE'S LIQUORS	26 N STRAIGHT ST	PATERSON	NJ	07522	1			
122607		400768	GENES PLACE	403 W PASSAIC AVE	BLOOMFIELD	NJ	07003	1			
122602	122621	518201	GRAND CENTRAL DELI	109 LONG AVE	HILLSIDE	NJ	07205	1			
122608		400866	GROVE DELI	121 GROVE ST	MONTCLAIR	NJ	07042	1			
122608		567635	HALLMARK MINI MARKET	10 HILL ST	NEWARK	NJ	07102	1			
122105		467468	HOMETOWN DELI	18 REDNECK AVE	LITTLE FERRY	NJ	07643	1			
122607		642819	HOSPITAL SWEET SHOP	171 S ESSEX AVE	ORANGE	NJ	07050	1			
122104	122629	270148	J&W CONVENIENCE	215 RIDGE ROAD	ARLINGTON	NJ	07032	1			
122102	122226	706293	JAMNA MINI MART INC.	313 LAKEVIEW AVE	CLIFTON	NJ	07011	1			
122607		386738	JO MAR'S DELI	222 E LINCOLN AVE	ROSELLE PARK	NJ	07204	1			
122608		876729	KIRKS MEAT MARKET	220 SPRINGDALE	EAST ORANGE	NJ	07017	1			
122604	122623	530981	KWIK SHOP	21 MAIN ST	BLOOMINGDALE	NJ	07403	1			
122608		642703	KWIK SHOPPE	147 VALLEY RD	MONTCLAIR	NJ	07042	1			
122102	122226	399554	LAKEVIEW LIQUORS	227 LAKEVIEW AVE	CLIFTON	NJ	07011	1			
122603	122622	401088	LARCHMONT CONFECTION	2717 MORRIS AVE # B	UNION	NJ	07083	1			
122603	122622	254902	LE JOHNS BUY-RITE	28 MAIN ST	WEST ORANGE	NJ	07052	1			
122603	122622	400833	LEE'S MARKET	545 VALLEY RD	WEST ORANGE	NJ	07052	1			
122607		275206	~~LIQUOR PLUS~~ DELETED	246 MAIN ST	ORANGE	NJ	07050	1	DELETED		
133003	133025	401266	LISS PHARMACY	374 SPRINGFIELD AVE	SUMMIT	NJ	07901	1			
122607		401444	LIVINGSTON WINE& LIQ	26 PLAZA PL	LIVINGSTON	NJ	07039	1			
122608		400810	LLEWELLYN LIQ & DELI	56 MAIN ST	WEST ORANGE	NJ	07052	1			
122604	122623	771468	MELO WINE LIQUORS	450 CHAMBERLAIN AVE	PATERSON	NJ	07522	1			
122607		077033	MERCO CANDY & TOBACC	812 MOUNT PROSPECT A	NEWARK	NJ	07104	1		3666-0000	

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California 223-0650

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TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER
133007	133027	772372	METRO DRUGS	2 ELIZABETH ST	NEW BRUNSWICK	NJ	08901	1			
122607		673768	MINI STATION FOOD	300 MAIN ST	ORANGE	NJ	07050	1	DELETED.		
122603	122622	078321	NEWARK DRUGS INC.	673 BROAD ST	NEWARK	NJ	07102	1			
122608		400877	PLAZA SHOPPE	119 WATCHUNG AVE	UPR MONTCLAIR	NJ	07043	1			
122603	122622	876998	PLAZA WINE AND LQ	123 BLOOMFIELD AVE	BLOOMFIELD	NJ	07003	1			
122602		668001	QUICK FOOD MART	60 HILLSIDE AVE	HILLSIDE	NJ	07205	1			
122603	122622	332636	REMAX HEALTH/BEAUTY	117 BLOOMFIELD AVE	BLOOMFIELD	NJ	07003	1			
122608		400855	ROMANY LIQUOR	227 GLENRIDGE AVE	MONTCLAIR	NJ	07042	1			
122603	122622	248178	ROSELAND MARKET	178 EAGLE ROCK AVE	ROSELAND	NJ	07068	1			
122104		276669	S&J DELI	243 MANHATTAN AVE	JERSEY CITY	NJ	07307	1			
122608		667493	TARGET STORE	208 WATCHUNG AVE	WEST ORANGE	NJ	07052	1			
122608		400878	TOWN HOUSE LIQUOR SH	115 WATCHUNG AVE	UPR MONTCLAIR	NJ	07043	1			
122603	122622	877089	UNIVERSITY LIQUOR	319 S ORANGE AVE	SOUTH ORANGE	NJ	07079	1	OK.		
133003	133025	633047	WILDON ENTERPRISES	571 STATE ROUTE 10	WHIPPANY	NJ	07981	1			
122607		714472	306-310 WASHINGTON	321-323 NO. DAY ST	ORANGE	NJ	07050	1	DELETED		
133402	133422	673818	7-ELEVEN #11026	384 DOVER RD	S TOMS RIVER	NJ	08757	1		0001-0402	908210
133005	133024	771644	7-11 #11457	249 LAFAYETTE RD	MENLO PARK	NJ	08837	1		0001-0402	434400
122602	122621	772691	7-11 #23491	528 N WOOD AVE	LINDEN	NJ	07036	1		0001-0402	
122102	122226	377082	7-11_ #29776	270 MAIN ST	LITTLE FERRY	NJ	07643	1		0001-0402	

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